



**RELATIONSHIP BETWEEN SERVICE QUALITY AND
SATISFACTION AMONG PATIENTS OF UKM
SPECIALIST CENTRE**

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**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

OCTOBER 2009



**RELATIONSHIP BETWEEN SERVICE QUALITY AND SATISFACTION AMONG
PATIENTS OF UKM SPECIALIST CENTRE**

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**SUBMITTED IN PARTIAL FULFILLMENT
OF THE REQUIREMENT FOR THE
BACHELOR OF BUSINESS ADMINISTRATION (HONS)
MARKETING**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING FACULTY OF
BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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OCTOBER 2009

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, Hamidah Binti Andong, (I/C Number: 840620-13-5144)

Hereby, declare that,

- This work has not previously been accepted in substances for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

30 OCTOBER 2009

The Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi Mara
Kampus Bandaraya Melaka,
110 Off Jalan Hang Tuah,
73500, Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“RELATIONSHIP BETWEEN SERVICE QUALITY AND SATISFACTION AMONG PATIENT OF UKM SPECIALIST CENTRE”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank You.

Yours Sincerely

.....
HAMIDAH BINTI ANDONG

2006142815

Bachelor of Business Administration (Hons) Marketing

ABSTRACT

The purpose of this study was to investigate the relationship of the selected independent variables: service quality, relationship commitment and communication strategies with dependent variable which is patient satisfaction. In order to provide a guide in the study, three hypotheses were formulated.

Data were collected from 30 patients of UKM Specialist Centre using the questionnaire. Overall, the study revealed that the level of patient satisfaction of UKM Specialist centre's patient is high.

Result obtained from the correlation analysis revealed that all the three variables which are service quality, relationship commitment and communication strategies were moderately or substantially positive related to patient satisfaction.

To conclude, this study investigates the relationship between the patient satisfaction and selected independent variable which are service quality, relationship commitment and communication strategies of the study appeared to provide significant results.